



For Immediate Release
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'Tis the Season to Celebrate Safely and Responsibly
*December is **Drunk and Drugged Driving (3D)** Prevention Month*

(Sacramento, CA) — The California Office of Traffic Safety (OTS) and the California Highway Patrol (CHP) will join efforts with the California Restaurant Association (CRA) to kick-off California's annual **Drunk and Drugged Driving (3D)** Prevention Month and encourage Californians to celebrate responsibly this holiday season.

CRA, which represents 17,000 restaurants statewide, is joining the campaign for a third year. CRA President and CEO John Dunlap encourages members to do their part to deter impaired driving.

"Alcohol should always be served and consumed responsibly. The California Restaurant Association and its members are committed to that end," stated Dunlap. "It is imperative that the members of the hospitality industry take advantage of each opportunity to encourage patrons to celebrate in a sensible manner."

Last year in California, 1,233 people were killed and more than 30,000 were injured in alcohol-related crashes – nearly a 4 percent increase over 1999. While California remains a leader in fighting DUI-related crashes, more work lies ahead to help the country achieve the national goal of reducing alcohol-related deaths from 16,653 in 2000 to 11,000 by the year 2005.

"We want to remind everyone that they are playing a deadly game when they choose to drink and drive – it's just not worth it," said Teresa Becher, OTS Interim Director. "Celebrate safely and responsibly so that you can spend many more holidays with the ones you love."

The OTS and CRA recommend the following tips for being a responsible host during holiday celebrations:

(more)

- Always designate a driver whenever alcohol is served or have a cab service available.
- Close the bar an hour before the party ends.
- Never let an impaired guest drive home.
- Never serve alcohol to minors.
- Offer soft drinks and non-alcoholic beverages.
- Serve food with drinks.
- Remind guests about the consequences of impaired driving.

For more information regarding California's 3D Month campaign, please visit
www.ots.ca.gov.

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Editors note: Attached are sample non-alcoholic beverage recipes for inclusion in holiday articles during California's 3D Month.

**Statistics based on California Highway Patrol 2000 provisional data.*